



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: June 20, 2006

TO: Mayor and Councilmembers

FROM: Creeks Division, Parks and Recreation Department

SUBJECT: Purchase Order With Univision To Broadcast Clean Creek Messages
In Spanish

RECOMMENDATION: That Council:

- A. Accept a contribution of \$10,530 from the County of Santa Barbara for a Spanish-language campaign and increase appropriations and estimated revenues in the Creeks Division Fiscal Year 2006 Operating Budget by \$10,530; and
- B. Approve and authorize the General Services Manager to issue a purchase order in the amount of \$21,060 to Univision for a Spanish language public awareness campaign on water pollution prevention.

DISCUSSION:

Working with City TV, the Creeks Division recently completed a series of five bilingual TV public service announcements (PSAs) which focus on sources of creek and beach pollution such as garden chemicals, pet waste, motor oil, yard clippings, and car washing. The PSAs are designed to raise awareness that pollution from our neighborhoods flows to storm drains and directly to the creeks and ocean.

Broadcasting water pollution prevention PSAs on television is an integral component of the Creeks Division's Public Education Program which involves a coordinated television and radio media campaign and print and bus advertisements. According to a study on advertising effectiveness among Hispanics, Spanish-language commercials are 61% more effective at increasing awareness levels than commercials in English.

The Creeks Division currently contracts with Cox Media for its TV campaign. Since Cox Media's coverage in Spanish decreased this year, the Creeks Division would like to work with Univision to supplement and expand outreach to the Hispanic community. PSAs shown on Univision will reach Santa Barbara, Goleta, and Santa Maria and will be viewed

REVIEWED BY: _____ Finance _____ Attorney

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by over 133,000 people over a 12-month period. Univision is offering a non-profit match for every paid ad that is run. The campaign will run from July 2006 through June 2007.

The County of Santa Barbara will contribute \$10,530 for the Univision Spanish-language media campaign. This contribution includes funds from the City of Goleta. This campaign continues a collaborative effort between clean water programs of the Creeks Division, the County of Santa Barbara, and the City of Goleta. As part of a joint effort, bilingual TV PSAs were broadcast on Univision in 1999, and bus signs were created and are currently installed on the interior of MTD buses.

BUDGET/FINANCIAL INFORMATION:

Total cost of a 12-month Univision PSA campaign is \$21,060. The County of Santa Barbara will contribute \$10,530, and the Creeks Division will contribute \$10,530. The County of Santa Barbara's contribution includes funds from the City of Goleta. There are adequate funds in the Creeks Division Fiscal Year 2006 operating budget for its share of the campaign.

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SUBMITTED BY: Nancy L. Rapp, Parks and Recreation Director

APPROVED BY: City Administrator's Office